ShowBiz Pizza Time, Inc.

FRANCHISE NEWS

#16

November 14, 1986

WEEKLY SALES

AVERAGES FOR WEEK ENDING 11-09-86

SPP Franchised Units (71): $14,417
SPP Company Units (90): $19,140
CEC Franchised Units (86): $16,014
CEC Company Units (28): $19,075

ShowBiz Pizza Place and Chuck E. Cheese

Average of Top 20 Units = $24,887

1. San Jose (Tully), CA — M.C.A. & Associates
2. Anchorage, AK — Caudle & Associates
3. Portland, OR — Computerized Entertainment Concepts
4. Tacoma, WA — Northwest Partners V
5. Burnaby, BC — Nintendo Entertainment Centres
6. Milwaukee (Chase), WI — R. C. Schmidt, Jr.
7. Virginia Beach, VA — Adventure Restaurant Corporation
8. Bridgeville, PA — McKnight Family Centers #3
9. Victoria Park, ONT — All Canadian Pizza Shows
10. Fayetteville, NC — Adventure Restaurant Corporation
11. Florence, KY — Family Entertainment Inc.
12. Albany, NY — Pizza Time of New York
13. Brooklyn, NY — Family Showtime Theatre of Bay Parkway
14. El Toro, CA — F.E.C., Inc.
15. Pearl City, HI — Selwyn S.P. Chan
16. Honolulu, HI — Pal Anderson Enterprises
17. Allentown, PA — Wellington Development of Florida
18. Lafayette, LA — Acadiana Productions
19. Syracuse, NY — Pizza Time of New York
20. Greensboro, NC — Mike Hilton

Chuck E. Cheese

Average of Top 20 Units = $24,364

1. San Jose (Tully), CA — M.C.A. & Associates
2. Anchorage, AK — Caudle & Associates
3. Portland, OR — Computerized Entertainment Concepts
4. Tacoma, WA — Northwest Partners V
5. Burnaby, BC — Nintendo Entertainment Centres
6. Milwaukee (Chase), WI — R. C. Schmidt, Jr.
7. Bridgeville, PA — McKnight Family Centers #3
8. Victoria Park, ONT — All Canadian Pizza Shows
9. Florence, KY — Family Entertainment Inc
10. Albany, NY — Pizza Time of New York
11. Brooklyn, NY — Family Showtime Theatre of Bay Parkway
12. El Toro, Ca — F.E.C., Inc.
13. Pearl City, HI — Selwyn S.P. Chan
14. Syracuse, NY — Pizza Time of New York
15. West Mifflin, PA — McKnight Family Centers #3
16. Greece, NY — Pizza Time of New York
17. West Allis, WI — R. C. Schmidt, Jr.
18. North Olmstead, OH — ETR, Inc.
19. Tukwila, WA — Northwest Partners IV
20. Newington, NH — Dolli & Associates I

ShowBiz Pizza Place

Average of Top 20 Units = $20,022

1. Virginia Beach, VA — Adventure Restaurant Corporation
2. Fayetteville, NC — Adventure Restaurant Corporation
3. Honolulu, HI — Pal Anderson Enterprises
4. Allentown, PA — Wellington Development of Florida
5. Lafayette, LA — Acadiana Production
6. Greensboro, NC — Mike Hilton
7. Charlotte, NC — Adventure Restaurant Corporation
8. Knoxville, TN — Gary Long
9. Chattanooga, TN — McBiz Corporation
10. Des Moines, IA — McBiz Corporation
11. Wilmington, DE — McBiz Corporation
12. Greenville, SC — McBiz Corporation
13. Nashville #2, TN — BAM, Inc.
14. Davenport, IA — McBiz Corporation
15. Nashville #1, TN — BAM, Inc.
16. Lexington, KY — McBiz Corporation
17. Memphis #2, TN — McBiz Corporation
18. Columbia, SC — McBiz Corporation
19. Phoenix #1, AZ — S-M Pizza
20. Reading, PA — H.F., Inc.

OPERATIONAL NEWS

SEMIANNUAL MEETING IN ORLANDO

The entire corporate staff would like to thank each of you who attended the Orlando meetings. We hope you came away with ideas and a feeling of renewed enthusiam in our company. From our perspective, the unity which exists in the franchise community today is exciting and conducive to the success of our company. Our thanks to each of you for that!

IMPORTANT DATES

As you plan your 1987 calendar, please add the following dates:

January 22 - Committee Meetings
Dallas
No Board of Directors Meeting is scheduled at this time

May 14 and 15 - Annual Convention
Dallas

CANNED PIZZA SAUCE

The supply of the pizza sauce packed by Carnation is almost exhausted. Clay Harvey provided the following figures on November 12, 1986, for Carnation's warehoused total:

Jacksonville - 946 cases
Chattanooga - 176 cases
West Coast - 120 cases

When these are shipped to your distributor, you will need to switch to the new recipe and mix the sauce in your centers. You should remind your local distributor of the need to order the spice blend and the tomato products.

YOUR COMMITTEE MEMBERS

Your Advertising and Entertainment members, along with your Board of Directors deserve a big thanks from you for the work they have done, and will continue to do. As reference, those individuals and their telephone numbers are listed below.

Advertising Committee

Mike Maginnis - 503/774-2992
Belinda McPherson - 913/272-9004
Bill Rudolph - 412/681-8210
Tim Smithson - 701/293-0118
Dick Huston - 214/258-8507

Entertainment Committee

Mike Flynn - 501/521-2740
Tim Kolb - 716/227-7250
Tom Pogemiller - 309/454-2111
Bryon Schlosser - 913/272-9004
Stan Black - 214/258-8507

Board of Directors

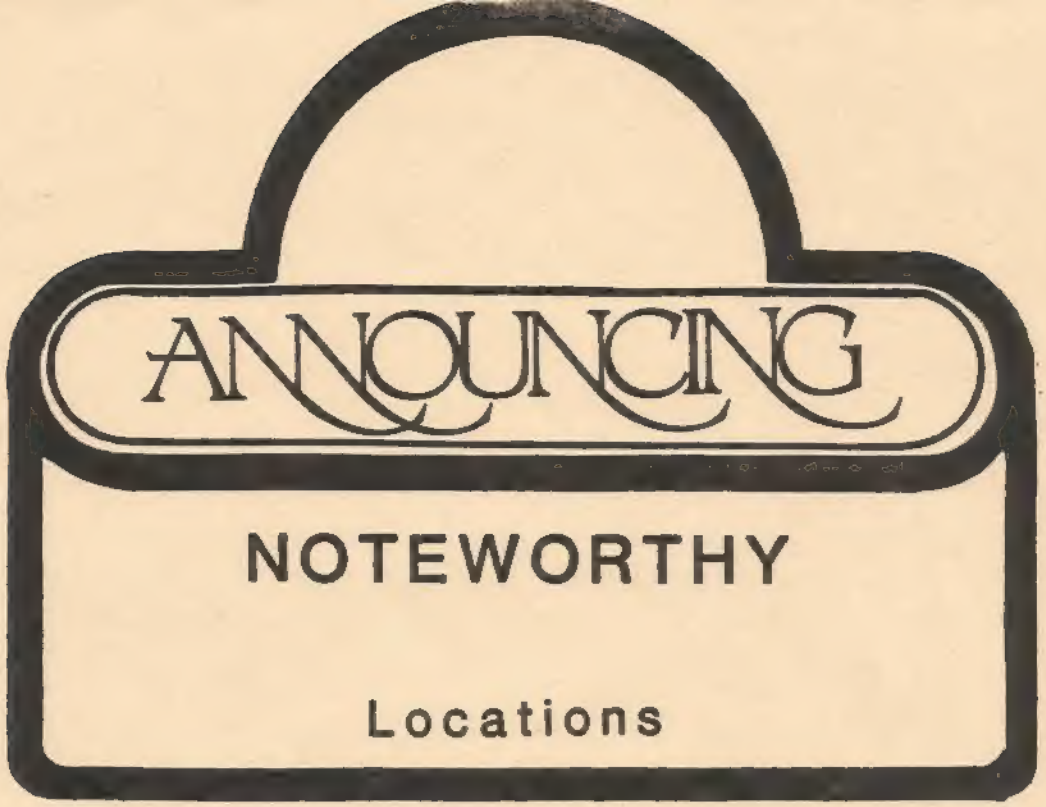
Dick Jacobson, President - 619/741-7294
Irv Burg - 714/675-3235
Mike Hilton - 803/449-3284
R.C. Schmidt - 414/546-3600
Bob Ortegel - 214/258-8507

LOCATION CHANGE FOR ASSOCIATION

Remember to change your address listing for the International Association of ShowBiz Pizza Place and Pizza Time Theatre Restaurants to:

103 White Horse Pike
Haddon Heights, New Jersey 08035
609/546-0898

Please make sure all fund contributions and any other association correspondence are sent to the new address beginning November 15.



We would like to congratulate the following locations for earning a "NOTEWORTHY" on their quality assurance evaluation during the period 10-7-86 to 11-5-86:

SANTA MARIA, CA
Franchisee: ARC Pizza Holding Co.
Staff: Tom Gorman
Roger Gergeon
Gwyn Brown
Mark Mooneyham

VALENCIA, CA
Franchisee: ARC Pizza Holding Co.
Staff: Al Camuso
Derek Adams
Tina Amedure
Dale Kaiser

EL TORO, CA
Franchisee: F.E.C., Inc.
Staff: Brett Carlson
Brent Budge
Elias Ellis
Richard Sadler

FAIRBANKS, AK
Franchisee: Caudle & Associates
Staff: Gary Bratton
John Schulke
John Winjum

ANCHORAGE, AK
Franchisee: Caudle & Associates
Staff: Lee Heist
Karla Saunders
Bruce Bryan
Kevin Town

MODESTO, CA
Franchisee: McCann Allen Investments, Inc.
Staff: Kristy Wilson
Richardo Martin
Tom Miller
Tammy Lawrence
Gloria Solis

CHICO, CA
Franchisee: Keith & Allison Bakker
Staff: Allison Bakker
Shannon Cornell
Marilyn Felion
Wendy Berge
Gary Kemp

VICTORVILLE, CA
Franchisee: Backyard Investment Group, Inc.
Staff: "T" Trudo
Mitzy Watts
Millie Strunk
Kenny Weeks

PROVO (OREM), UT
Franchisee: Pal Anderson Enterprises
Staff: Tony Fabbiani
Rick Perry
Deborah Speck
Derek Ellis

SALT LAKE CITY, UT
Franchisee: Family Entertainment Developers
Staff: Keith North
Bill Elliott
John Rolph

MARKETING & ADVERTISING

1987 COMPANY MARKETING PLAN

At the Orlando meetings, we were asked many times how specific markets would be marketed during 1987. As promised by Dick Huston, attached is the "plan" at this time. Each market will be evaluated during the year and changes will be made if warranted. As you will see, the thrust is in the "umbrella" of heavy TV everywhere possible with support of Free Standing Inserts as needed in the market.

As Dick presented at the meeting, the Free Standing Insert coupons have been very successful in company stores during 1986. In last week's issue, #15, of Franchise News we published dates that franchisees may wish to consider participating with the company on Co-Op Inserts. By doing so at the same time, your costs will be much less due to volume purchases. The deadline for participating in the March 8 insert is December 8. If you are interested in that insert, please compute your estimated costs with information provided in issue #15, or call your Franchise Representative or Lois Perry.

NEW PROGRAMS FROM THE ADVERTISING COMMITTEE

Television

The Advertising Committee approved production of two new commercials with availablity by early February. Details and specific dates will be provided as available. The "Where a Kid Can Be a Kid" campaign has been so successful and the basic strategy does not appear to be "wearing out". Therefore, these two new 30 second spots will be an extension of that campaign.

Based on feedback we have received from franchisees, a 10 second birthday spot was approved and will be produced at the same time.

Sales Brochures

Based on the September survey, there appears to be significant interest in a sales/birthday brochure. Belinda McPherson, McBiz Corporation, provided the committee with recommended layouts. The final details are being completed now with samples, prices, timelines, etc. to be mailed in the next week.

COMPANY STORES
1987 ADVERTISING PLAN

ADI	TELEVISION			FREE STANDING INSERTS					
	# of Weeks	Target	Commitment* / Payment*	1-11-87 / 11-7-86 / 12-10-86	3-8-87 / 12-8-86 / 12-29-86	5-10-87 / 2-2-87 / 3-2-87	6-21-87 / 3-16-87 / 4-13-86	9-13-87 / 6-8-87 / 7-6-87	12-6-87 / 8-31-87 / 9-28-87
Alexandria	0			X	X	X	X	X	X
Atlanta	36	Kids					X	X	X
Augusta	36	Women/Kids			X		X	X	X
Austin	36	Women/Kids			X		X	X	X
Bakersfield	36	Women/Kids			X		X	X	X
Baton Rouge	0			X	X	X	X	X	X
Birmingham	36	Women/Kids			X		X	X	X
Chicago	48	Women/Kids					X	X	X
Cincinnati	0			X	X	X	X	X	X
Colorado Springs	36	Women/Kids			X		X	X	X
Columbus, GA	36	Women/Kids			X		X	X	X
Columbus, OH	0			X	X	X	X	X	X
Corpus Christi	36	Women/Kids			X		X	X	X
DFW	48	Women/Kids			X			X	X
Dayton	36	Kids			X		X	X	X
Denver	48	Women/Kids					X	X	X
Detroit	36	Kids			X		X	X	X
Evansville	36	Women/Kids			X		X	X	X
Flint	36	Women/Kids			X		X	X	X
Fresno	36	Women/Kids			X		X	X	X
Ft. Wayne	36	Women/Kids			X		X	X	X
Grand Rapids	36	Kids			X		X	X	X
Green Bay	36	Kids			X		X	X	X
Houston	36	Kids			X			X	X
Huntsville	0			X	X	X	X	X	X
Indianapolis	48	Women/Kids					X	X	X
Kansas City	48	Women/Kids			X			X	X
LaCrosse	0			X	X	X	X	X	X
Lincoln	0			X	X	X	X	X	X
Los Angeles	48	Women/Kids					X	X	X
Madison	0			X	X	X	X	X	X
Mobile	0			X	X	X	X	X	X
Montgomery	0			X	X	X	X	X	X
New Orleans	36	Women/Kids			X		X	X	X
Oklahoma City	36	Kids			X		X	X	X
Omaha	36	Kids			X		X	X	X
Orlando	36	Kids			X		X	X	X
Peoria	0			X	X	X	X	X	X
Sacramento	0			X	X	X	X	X	X
San Antonio	36	Women/Kids			X			X	X
San Diego	49	Kids			X			X	X
Savannah	36	Women/Kids			X		X	X	X
South Bend	0			X	X	X	X	X	X
Springfield, IL	0			X	X	X	X	X	X
St. Louis	48	Women/Kids			X			X	X
Tampa/St. Pete	36	Kids			X		X	X	X
Tulsa	0			X	X	X	X	X	X
Wichita Falls	0			X	X	X	X	X	X
Washington, DC	36	Kids					X	X	X

*Deadlines for franchisee participation.

SPT, INC. FRANCHISE NEWS

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